

A diagonal, yellow-tinted photograph on the left side of the slide. It shows a historic building with a clock tower and a vintage car parked in front of it.

CREATING WATCHABLE LIBRARY VIDEOS: THREE MINUTES TO GLORY

MARLEE GIVENS &
LIZ HOLDSWORTH

CREATING THE NEXT®

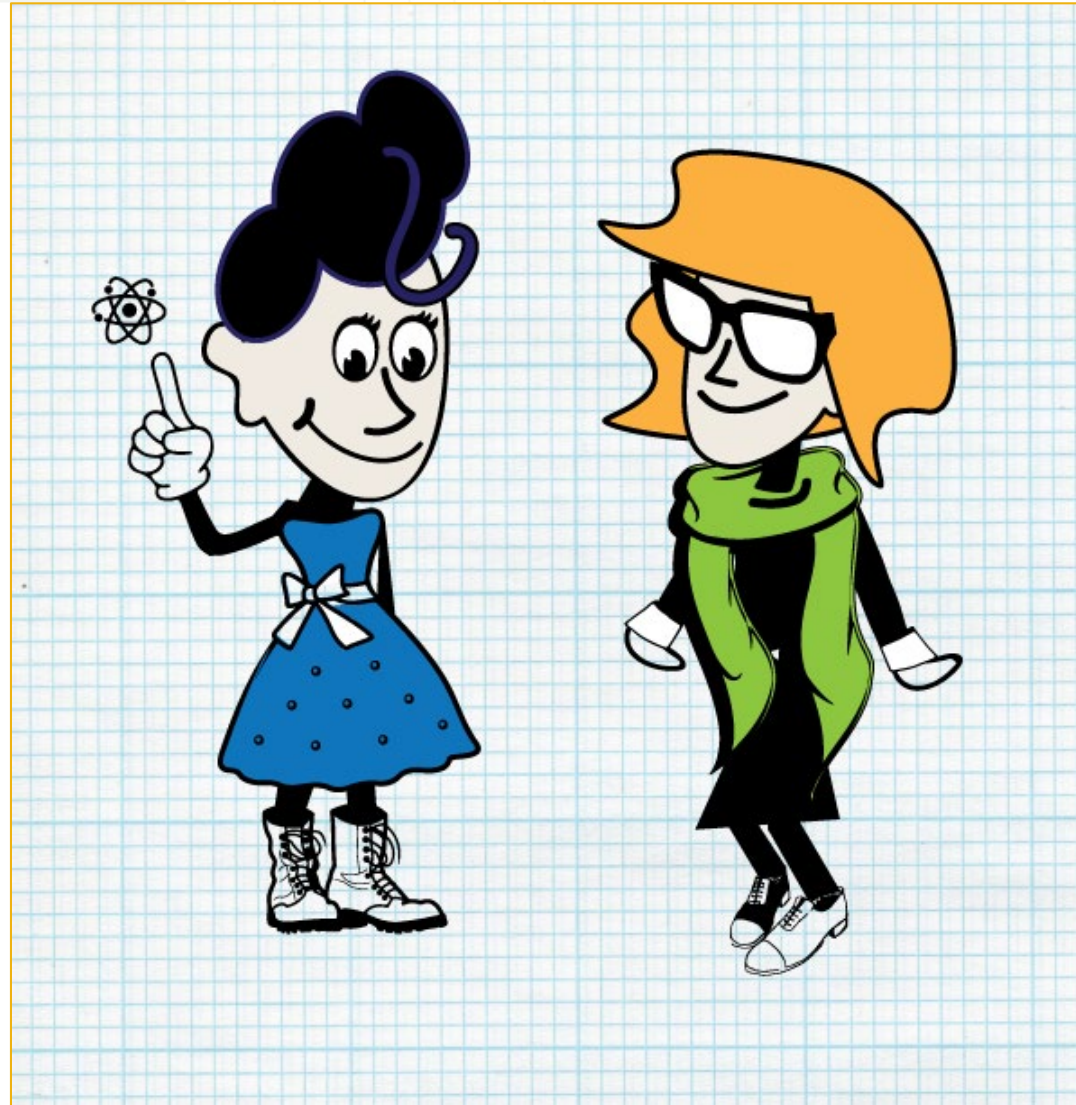
A series of parallel orange diagonal lines at the bottom right of the slide.

AGENDA

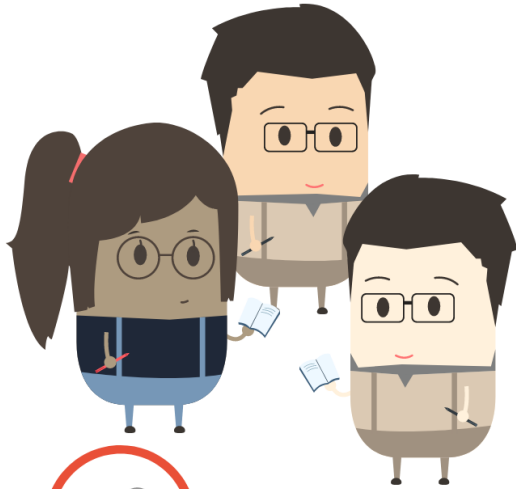


- Who, what, and why
- Discussion
- Script writing activity
- Break
- Lightning demonstrations
- Considerations, storytelling, and editing
- Q & A

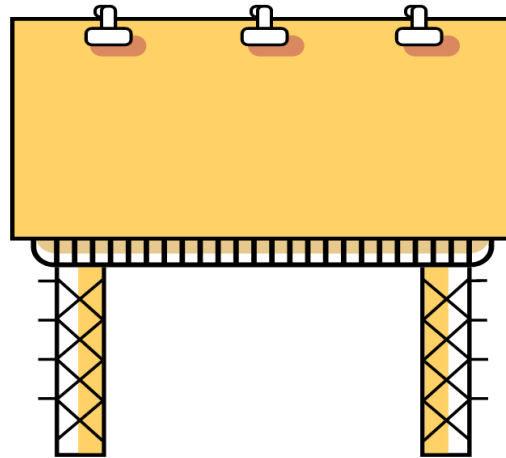
WHO WE ARE



WHY WE MAKE VIDEOS



Students



Marketing



New CMS

FAQs

Common
barriers

Pain
Points

Classroom
mishaps

Work-arounds

- Industry best practices and market research e.g. Lynda.com
- Our abilities and preferences
- The goal of what we are trying to do

Additional reading on "Why short"

Blog post:

<https://blog.edx.org/optimal-video-length-student-engagement>

Full research article:

http://pgbovine.net/publications/edX-MOOC-video-production-and-engagement_LAS-2014.pdf

DISCUSS!

CREATING THE NEXT®

How would you go about deciding on a topic?

What are pain points or work-arounds in your library suitable for a short video or series of videos?

Discuss with your neighbor. Be prepared to report back.

SCRIPTING ACTIVITY!

CREATING THE NEXT®

BREAK!

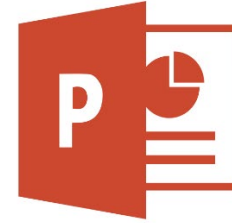
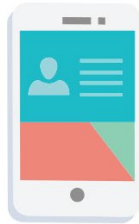
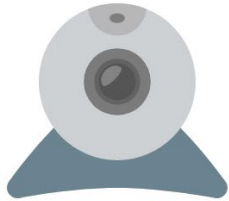
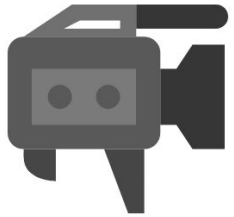
Library videos are neither
watchable nor glorious.
Discuss.



LIGHTNING DEMOS!

CREATING THE NEXT®

CONSIDERATIONS – WHAT? ME WORRY?





Media

Annotations

Transitions

Animations

Video FX

Audio FX

Cursor FX

Gesture FX

Rec 12-8-17 11

Rec 12-8-17 12

Rec 12-8-17 13

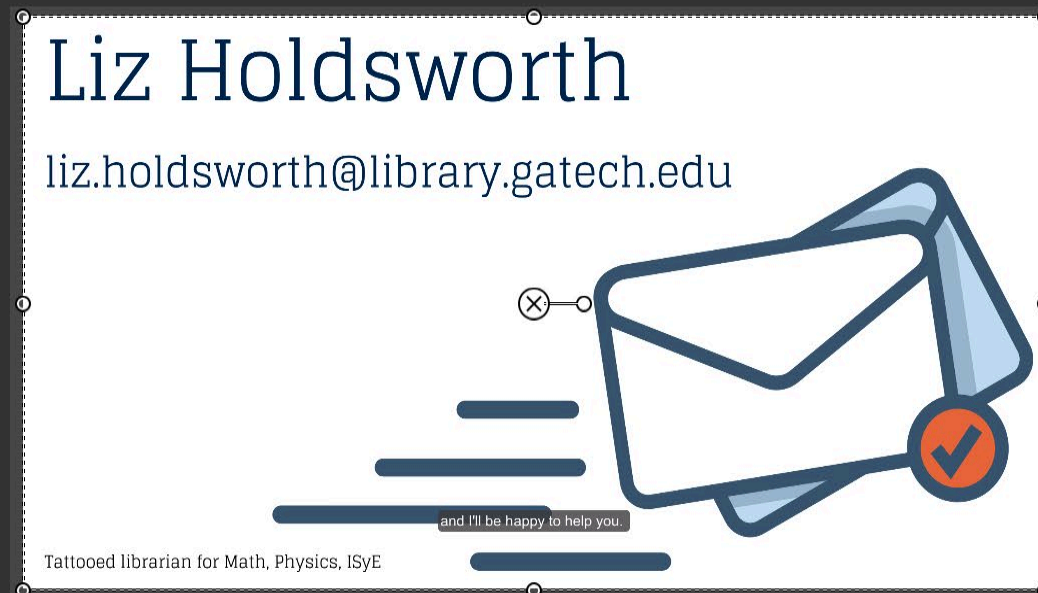
Screen Shot 2017-1...

Rec 12-11-17

000

1900+ articles

Liz Holdsworth
liz.holdsworth@library.gatech.edu



000

Scale: 100.71%

Opacity: 100%

Rotation: Z: 0.0° Y: 0.0° X: 0.0°

Position: X: -0.0 Y: -4.1 Z: 0.0

40%

Navigation buttons: Previous, Play, Next, Previous, Next

Audio waveform display with time markers: 0:01:40:00, 0:01:42:00, 0:01:44:00, 0:01:46:00, 0:01:48:00, 0:01:50:00, 0:01:52:00

Rec 12-6-17 6

000

000

000

Rec 12-8-17 12

Rec 12-8-17 12

Rec 12-8-17 12

Rec 12-8-17 13

Questions for us

Did we muddy the waters enough for you? What do you want to know more about?

Questions for your colleagues

Are you bold? Do you want to demo your script and pain point RIGHT NOW? In front of a sympathetic but forthright audience?